



CAN CAMPAIGN . . . Mayor Albert Isen (right) talks over details of Salvation Army Building Fund Drive with Lt. Dave Riley (center), officer in charge of Inglewood Corps; and Ed Gregory, Torrance campaign chairman. Mayor Isen, who is on the steering committee, said the city quota for the drive is \$75,000. (Herald Photo)

Foam Rubber City to Open Torrance Retail Outlet

Foam Rubber City of California will open its fourth showroom in Southern California in Torrance today, according to Harvey Bien, executive vice president.

The retail outlet, located at 18308 Hawthorne Ave., will be heralded with a three-day grand opening. Special ribbon cutting ceremonies will be conducted at noon tomorrow, with civic and business leaders and customers on hand to mark the occasion.

Foam Rubber City will introduce itself to the community with special three-day offerings as well as serving coffee and doughnut refreshments continuously.

ACCORDING TO Bien, the 2,500 sq. ft. Torrance showroom is the 82nd retail outlet to be opened by the national furniture chain in four years. Foam Rubber City's showrooms in Southern California are located in Beverly Hills, Van Nuys and Whittier.

In discussing his firm's rapid expansion throughout the country, Bien observed that all the company's advertising is concentrated in newspapers. "People must see what we're selling," he said, "and large newspaper ads are the best way of showing our merchandise. Also, because our pricing policy is aggressively competitive, newspapers give us the time-flexibility necessary to announce special prices, sales and the like."

FOAM RUBBER CITY specializes in furniture of contemporary Danish styling. All furniture features walnut-finished imported frames for sofas, chairs, convertibles and lounges. Zippered covers on long-wearing poly-urethane foam in a selection of hundreds of fabrics are offered. These, together with Foam Rubber City's fully upholstered Slim-line sofas, cabinets, dining groups, and accessories including lamps, wall plaques and pictures, will be on hand at the Hawthorne Ave. outlet.

Torrance Moose Lodge to Hear James B. West

James B. West, western regional director for the Loyal Order of Moose fraternity, will be the principal speaker during a dinner program to be presented by the Torrance Moose lodge next Tuesday at 7 p.m. in the lodge hall, 1744 W. Carson St., Torrance.

Arrangements for the "booster" night program are under the direction of Charles R. Britt, Jr., membership chairman. The dinner will be served by members of the Women of the Moose, Chapter No. 41. Films of the fraternity "child city" of Mooseheart, Illinois, will be shown immediately following the dinner.

Douglas Dixon is governor of the Torrance Moose lodge, while Mrs. Charles Britt is the senior regent of the chapter.

details his special attention. Foam Rubber City furniture shown in the Torrance outlet is assembled in Los Angeles under his personal supervision.

ROBERT SDELL, manager of the new showroom, is a five-year veteran of the California furniture industry and former manager of the Foam Rubber City showroom in Van Nuys.

Store hours will be from 10 a.m. to 9 p.m. Monday, Tuesday and Friday. Wednesday and Thursday, they will be 10 a.m. to 6 p.m. Customers may shop on Sundays from noon to 6 p.m.



MIKE CONNORS
TV Star at Grand Opening

TV Star to Help Open New Store

Mike Connors, handsome undercover detective star or the "Tightrope" television series, will help cut the ribbon signifying the official opening of a new Foam Rubber City retail showroom in Torrance Monday at noon.

Following the brief ceremonies, which will also be attended by local customers and business and civic leaders, Foam Rubber City will honor the star with a two-hour autographing party.

According to Harvey Bien, vice president, all members of the immediate and nearby communities are invited to the official dedication and to meet Connors.

The Torrance showroom, 18308 Hawthorne Ave., is the fourth Foam Rubber City to open within a year in Southern California, and the 82nd in the chain's national network of retail furniture stores. Foam Rubber City features furniture of contemporary Danish styling.

Connors, who is seen locally Tuesdays at 9 p.m. over CBS-TV, portrays the exciting role of a lawman operating as an undercover agent to ferret out criminals and obtain incriminating evidence for local police departments around the country.

Banks Merge

Merger of Farmers and Merchants Bank, Hemet, into United California Bank was approved by the shareholders of both banks and by bank supervisory authorities and became effective Thursday, July 13.

Civilians to Hear Program About Sound

Torrance Civitan Club will enjoy a program arranged by Dr. Aaron Rauch entitled "An Adventure in Sound" at its regular meeting Wednesday night. The program will depict the progress of sound recording and reproduction during the past 80 years.

The program is provided by the Pacific Telephone Co. Ted Sloan will demonstrate such sounds as a diesel train passing, a bowling game, a marching band using the latest in stereophonic sound instruments.

The group will also hear some transcripts from early attempts to reproduce sound. Sloan will also compare fidelity and bi-aural stereophonic sound reproduction.

TO BUY, SELL OR EXCHANGE—
HERALD WANT ADS
FAirfax 8-4000

SHOP DOWNTOWN TORRANCE MONDAY NITES

Shop These Specials . . . Good Monday Night, 6 to 9 p.m. Only

LADIES' SPORT BLOUSE

White only. Made of 100% sanforized cotton. Notched collar. Sizes 32 to 38 — REG. 1.00.

57¢

J. J. NEWBERRY

Corner Sartori and El Prado

COSTUME JEWELRY

Values to 3.95 . . . Special for Monday Night Only

59¢ 2 For \$1

LAWSON'S JEWELERS

1301 Sartori Ave. — FA 8-4313

LADIES' RAYON PANTIES

Special purchase of ladies band leg and brief style panties. Assorted colors. Sanforized finish. Slight irregulars.

REG. 39¢
Sizes 5-6-7

23¢

J. J. NEWBERRY

Corner Sartori and El Prado

BIG BONUS BUY

Available at All Stores!

Cigarettes

Choice of WINSTON and PALL MALL Brands

2 PKGS 30¢

— LIMIT 2 PACKAGES PER STORE —
BUT YOU CAN BUY ALL YOU WANT,
BY SHOPPING AT ALL THE STORES!

Special Good

Monday Night Only
July 17th — 6 to 9 p.m.

ENTIRE STOCK OF MENS' NAME BRAND SPORT SHIRTS AND SLACKS

\$1.00 OFF!

THAT'S RIGHT! GET 1.00 OFF ON EACH ITEM YOU BUY . . . THE MORE YOU BUY THE MORE YOU SAVE. MON. NITE ONLY!

SAM LEVY Dept. Store

1309 Sartori Avenue

BACK TO SCHOOL DRESSES

These famous lines: • PEACHES & CREAM • YOUNGLAND • PRINCESS PAT • LINDA LO • VOILA

SIZES 3-6X **3.49 3.98 4.98** AND UP
SIZES 7-14 **4.98 5.98** AND UP

NOW IS THE TIME TO LAY-AWAY . . . JUST A SMALL DEPOSIT IS NECESSARY

SQUIRE STYLE SHOPPE

1313 Sartori Avenue

LADIES' 4.98

BABY DOLL SETS AND GOWNS

Nylon, Dacron and Sheer Cotton
MONDAY NITE, 6-9 p.m. ONLY!

\$3.33 ea.

THE GAY SHOP

1319 Sartori Avenue

TRANSISTOR RADIOS

• Shirt pocket size
• Take it to the ball games . . . comes with ear phone and antenna

\$6.89

REG. 10.00 VALUE

ALLEN JEWELERS

1321 Sartori Avenue

ALL STORES CELEBRATE GRAND OPENING! SALE

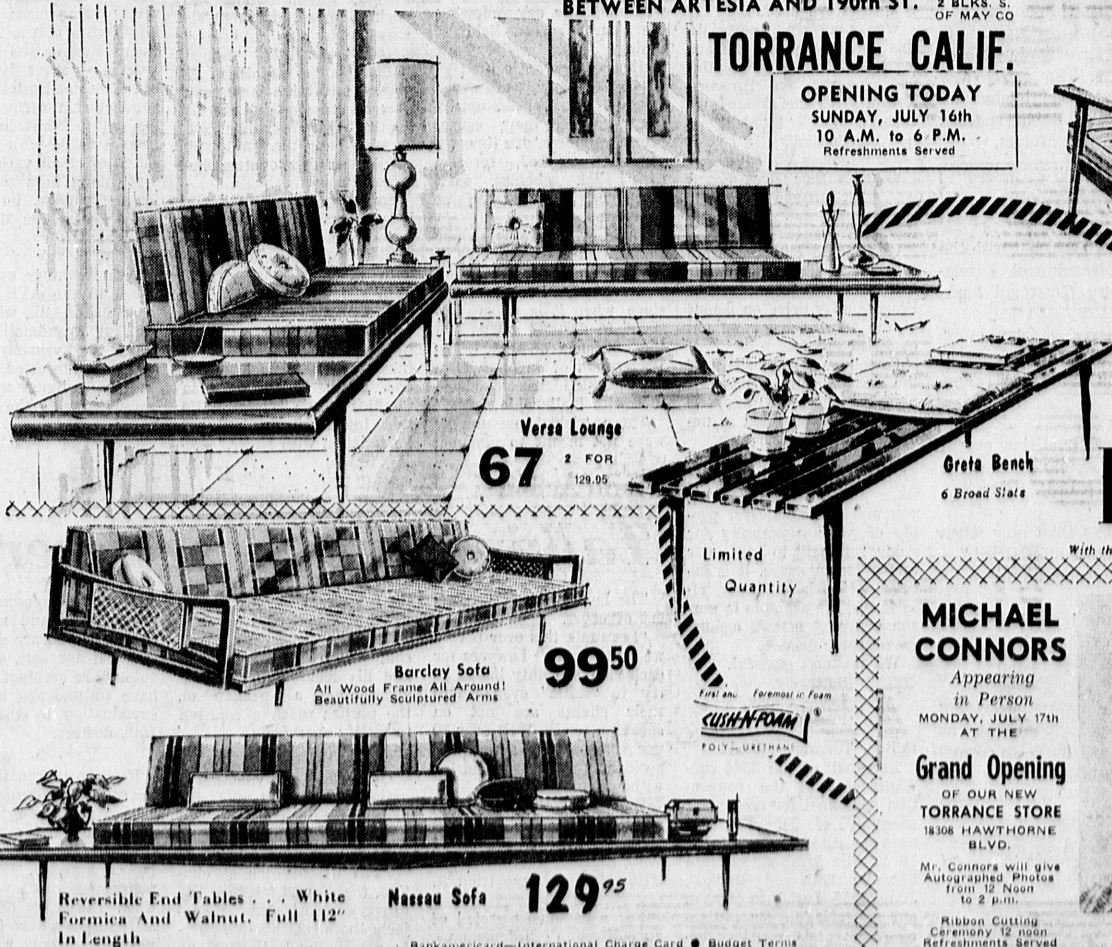
18308 HAWTHORNE BLVD.

BETWEEN ARTESIA AND 190th ST.

2 BLKS. S. OF MAY CO.

TORRANCE CALIF.

OPENING TODAY
SUNDAY, JULY 16th
10 A.M. to 6 P.M.
Refreshments Served



Versa Lounge
67 2 FOR 129.95

Barclay Sofa
All Wood Frame All Around! Beautifully Sculptured Arms
99.50

Nassau Sofa
129.95

Reversible End Tables . . . White Formica And Walnut. Full 112" In Length

Limited Quantity

FREE

With the Purchase of Any Sofa

MICHAEL CONNORS

Appearing in Person
MONDAY, JULY 17th
AT THE

Grand Opening
OF OUR NEW
TORRANCE STORE
18308 HAWTHORNE BLVD.

Mr. Connors will give Autographed Photos from 12 Noon to 2 p.m.
Ribbon Cutting Ceremony 12 noon
Refreshments Served



MICHAEL CONNORS
STAR OF T.V.'s "TIGHTROPE" SERIES



OPENING TODAY
SUNDAY, JULY 16
10 to 6 P.M.

Torrance Store
18308 Hawthorne Blvd.
2 Blocks S. of May Co.
TORRANCE
Store Hours: Daily 10-6;
Mon., Thurs., Fri. 10-9

CR 6 1721 • Beverly Hills Store • BR 2 0183
422 No. Beverly Drive
BEVERLY HILLS
Store Hours: Daily 10-6; Mon., Thurs., Fri. 10-9

ST 1 1771 • Van Nuys Store • TR 3 3100
6531 Van Nuys Blvd.
VAN NUYS
Store Hours: Daily 10-6; Mon., Thurs., Fri. 10-9

OX 6 2513
14912 East Whittier Blvd.
In Block West of Colima Road
WHITTIER
Store Hours: Daily 10-6; Mon., Thurs., Fri. 10-9